

## Abstract

The present invention provides a selling system for providing an interface for customers in the online sale of commodities as if the customer actually went to a shop and evaluated each article according to the purchase request. This selling system has a receiver for receiving instruction information regarding an arbitrary display manner of an arbitrary individual commodity selected by a user from a user terminal, means for outputting to a photographing robot, a first photographing request for acquiring image information at this moment according to the arbitrary display manner of the selected individual arbitrary commodity itself, which is designated in the instruction information, and a transmitter for transmitting to the user terminal, the image information of the selected individual commodity itself, which is photographed by the photographing apparatus.